IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Currently Amended): A method for interconnecting a user's location on a network to a select one of a plurality of destination locations on the network, comprising the steps of:

receiving unique information at the user's location before being connected to the network; and

in response to the step of receiving:

assembling a data transmission containing a representation of the unique information;

transmitting the data transmission to an intermediate location on the network;

receiving from the intermediate location on the network instructional code that was generated at the intermediate location as a result of the transmission of the data transmission thereto, which instructional code includes routing information that instructs the user location to connect to one of the plurality of destination locations on the network that has a defined association with the representation of the unique information defined in a database at the intermediate location on the network, which defined association is required to provide for the unique information to be associated with the one of the plurality of ~~destinations~~ destination locations on the network and without which the unique information can not be associated with one of the plurality of destination locations on the network, and which defined association is defined by the intermediate location and can be changed at the intermediate location and is in the possession of the intermediate location; and

interconnecting, in response to the step of receiving from the intermediate location on the network instructional code and without any intervention at the user location, the user's location to the one of the plurality of destination locations across the network in accordance with the network routing information and in accordance with the received instructional code such that connection to the one of the plurality of destination locations is controlled by the intermediate location in accordance with the defined

association between the representation of the unique information received at the user location and the routing information to the one of the plurality of destination locations on the network.

Claim 2 (Original): The method of Claim 1, wherein the network comprises a global communication network.

Claim 3 (Original): The method of Claim 1, wherein the step of receiving the unique information comprises receiving machine readable code having unique information embedded therein.

Claim 4 (Previously Presented): The method of Claim 3, wherein the step of receiving the machine readable code comprises scanning the machine readable code, decoding the machine readable code and outputting the information encoded within the machine readable code as the representation of the unique information.

Claim 5 (Original): The method of Claim 3, wherein the machine readable code comprises a product code, which product code is fixedly associated with an associated product.

Claim 6 (Original): The method of Claim 5, wherein the product code comprises a barcode.

Claim 7 (Original): The method of Claim 5, wherein the product code comprises an ISBN number associated with printed materials.

Claim 8 (Original): The method of Claim 5, wherein the product code comprises an EAN barcode.

Claim 9 (Currently Amended): The method of Claim 1, and further comprising the step of receiving from the one of the plurality of ~~destinations location~~ destination locations at the user location display information generated by the one of the plurality of destination locations which

is displayed to a user at the user location after interconnection to the one of the plurality of destination locations by the step of interconnecting.

Claim 10 (Previously Presented): The method of Claim 1, wherein the step of receiving from the intermediate location on the network instructional code comprises the steps of:

comparing the received representation of the unique information at the intermediate location with a database of routing information, which database of routing information includes a plurality of associative relationships between predetermined representations of unique information and locations of various ones of the plurality of destination locations on the network; and

if an association between the received representation of unique information and routing information to any of a plurality of destination locations on the network exists within the database, returning the associated routing information as part of the instructional code back to the user location for effecting a network connection to the one of the plurality of destination locations indicated by the routing information in the step of interconnecting.

Claim 11 (Previously Presented): The method of Claim 1, wherein the step of interconnecting includes the step of activating a web browser program which facilitates the interconnection over the network in response to receiving the instructional code including the routing information, which web browser program is operable to at least provide the interconnection of the user location to the destination location in accordance with the associated routing information under control of the intermediate location.

Claim 12: (Previously Presented) The method of Claim 1, wherein the step of assembling a data transmission comprises assembling a message packet containing a representation of the unique information.

Claim 13: (Previously Presented) The method of Claim 12, wherein the step of assembling the message packet comprises forming a data transmission that is comprised of a first field having associated therewith source information as to the location on the network of the user location, a second field having associated therewith destination information as to the location of

the intermediate node on the network and a third and data field having associated therewith the representation of the unique information.

Claim 14 (Currently Amended): A method for causing a user node disposed at a user location on the network to be connected to a select one of a plurality of destination locations on a network, comprising the steps of:

receiving unique information at the user node before being connected to the network;

in response to the step of receiving the unique information:

assembling a message packet containing a representation of the unique information, and

transmitting the message packet to an intermediate node disposed at an intermediate location on the network in accordance with intermediate node routing information available at the user node;

receiving from the intermediate node on the network instructional code that was generated at the intermediate node as a result of the transmission of the message packet thereto, which instructional code includes destination routing information that instructs the user location to connect to one of the plurality of destination locations on the network that has a defined association with the representation of the unique information defined in a database at the intermediate node, which defined association is required to provide for the unique information to be associated with the one of the plurality of ~~destinations~~ destination locations on the network and without which the unique information can not be associated with one of the plurality of destination locations on the network, and which defined association is defined by the intermediate location and can be changed at the intermediate location and is in the possession of the intermediate location; and

in response to the step of receiving from the intermediate location on the network the instructional code and without any intervention at the user location, using the instructional code to interconnect the user node to the one of the plurality of destination locations across the network in accordance with the received destination routing information and in accordance with the received instructional code such that connection to the one of the plurality of destination locations is controlled by the intermediate node in accordance with the defined association

between the representation of the unique information received at the user location and the routing information to the one of the plurality of destination locations on the network.

Claim 15 (Previously Presented): The method of Claim 14, wherein the step of receiving comprises receiving machine readable code having encoded therein the unique information by scanning the machine readable code, decoding the machine readable code and outputting the information encoded within the machine readable code as the representation of the unique information.

Claim 16 (Currently Amended): The method of Claim 14, and further comprising the step of receiving from the one of the plurality of ~~destinations location~~ destination locations at the user node display information generated by the one of the plurality of destination locations which is displayed to a user at the user node after interconnection to the one of the plurality of destination locations by the step of using the instructional code to interconnect.

Claim 17 (Previously Presented): The method of Claim 14, wherein the step of receiving from the intermediate node instructional code comprises the steps of:

comparing the received representation of the unique information at the intermediate node with a database of destination routing information, which database of destination routing information includes a plurality of associative relationships between predetermined representations of unique information and locations of various ones of the plurality of destination locations on the network; and

if an association between the received representation of unique information and destination routing information to any of a plurality of destination locations on the network exists within the database, returning the associated destination routing information as part of the instructional code back to the user node for effecting a network connection to the one of the plurality of destination locations indicated by the routing information in the step of using the instructional code to interconnect.